

# **ABSTRAK**

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## **ANTESEDEN DAN KONSEKUENSI DARI BRAND IMAGE (STUDI KASUS PADA BRAND SOMETHINC DI TOKOPEDIA DAN SHOPEE)**

(107 hal + 21 tabel + 4 gambar + 3 lampiran )

Industri produk kecantikan di Indonesia memiliki potensi yang besar, sehingga penting bagi produsen untuk dapat mempertahankan konsumen yang loyal agar dapat terus berkembang. Penelitian ini bertujuan untuk menguji pengaruh manfaat media sosial, penghargaan media sosial, interaktivitas media sosial, dan persepsi kualitas terhadap citra merek, serta pengaruh citra merek terhadap minat beli ulang dan kepuasan. Begitu pula dengan pengaruh kepuasan terhadap minat beli ulang dan komitmen merek. Penelitian ini dilakukan secara kuantitatif dengan pendekatan kausal. Penelitian ini dilakukan terhadap 216 konsumen Somethinc yang diperoleh dengan menggunakan purposive sampling, yaitu pengambilan sampel dengan kriteria konsumen yang pernah menggunakan produk Somethinc minimal satu kali. Hasil penelitian ini menunjukkan bahwa manfaat media sosial, penghargaan media sosial, dan persepsi kualitas berpengaruh signifikan dan positif terhadap citra merek, sedangkan interaktivitas media sosial tidak berpengaruh terhadap citra merek. Hasil penelitian juga menunjukkan bahwa citra merek berpengaruh signifikan terhadap minat beli ulang dan kepuasan, serta pengaruh kepuasan terhadap minat beli ulang dan komitmen merek secara signifikan dan positif.

**Kata Kunci:** Aktivitas Media Sosial, Citra Merek, Komitmen Merek, Kepuasan, Kualitas yang Dirasakan

68 References (2014-2024)

# ABSTRACT

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## **ANTECEDENTS AND CONSEQUENCES OF BRAND IMAGE (CASE STUDY ON SOMETHINC BRAND ON TOKOPEDIA AND SHOPEE)**

(107 hal + 21 table + 4 picture + 3 attachment)

*The beauty product industry in Indonesia has great potential, so it is important for manufacturers to be able to maintain loyal consumers in order to continue to grow. This study aims to examine the effect of social media benefits, social media awards, social media interactivity, and perceived quality on brand image, as well as the effect of brand image on repurchase intention and satisfaction. Likewise, the effect of satisfaction on repurchase intention and brand commitment. This study was conducted quantitatively with a causal approach. This study was conducted on 216 Somethinc consumers obtained using purposive sampling, namely sampling with the criteria of consumers who have used Somethinc products at least once. The results of this study indicate that social media benefits, social media awards, and perceived quality have a significant and positive effect on brand image, while social media interactivity does not affect brand image. The results also show that brand image has a significant effect on repurchase intention and satisfaction, as well as the effect of satisfaction on repurchase intention and brand commitment significantly and positively.*

*Keywords: Social Media Activity, Brand Image, Brand Commitment, Satisfaction, Perceived Quality*

*68 References (2014-2024)*